



Communications Officer Job Pack

Super Culture are looking for a creative, organised and digitally-minded individual with a strong eye for detail to come on board as our new Communications Officer. We are seeking someone with a flair for storytelling and audience engagement who shares our passion for North Somerset and the role arts and culture can play in bringing communities together and inspiring change.



Terms of Employment

Salary: £30,000 FTE (Pro rata £18,000 for 3 days per week / 22.5 hours)

Contract: Fixed term to March 2028 (subject to continuation funding)

Probationary period: 3 months

Place of work: Grove Lodge, Grove Park, Weston-super-Mare, BS23 2QJ

We operate flexible and hybrid working. There is an expectation that you will work from the office a minimum of 1 day per week. In the lead-up to and during festivals and events, increased in-person working will be required.

Holiday entitlement: 25 days plus bank holidays (pro rata)

Benefits:

Super Culture has an organisational rest week paid closure (w/c 4th August) and have an annual paid office closure between Christmas and New Year (non-deductible from annual leave).



In addition, you will be entitled to 6 CAP hours (Cause, Applause, Pause) across the year. Through this scheme, you are encouraged to spend time exploring your interests and hobbies during working hours, as agreed with your line manager

About Super Culture

Super Culture was launched in August 2023, bringing together two of North Somerset's arts flagships – Theatre Orchard and Culture Weston. Together, we share a vision to grow an ambitious, playful and inclusive creative culture in North Somerset. We are specialists in creative placemaking and community participation.

Our vision is for Weston-super-Mare and North Somerset to be known for their distinctive culture – places for outstanding arts and cultural experiences that excite and inspire, where community is at the heart of the cultural offer, and creativity is embedded in everyday life.

Our mission is to drive an ambitious, outward-looking and collaborative approach to arts and culture that enables more people to experience and take part in creativity – as audiences, participants, artists, makers and creatives – boosting wellbeing and creating positive social change.

We deliver socially engaged, socially useful and artistically ambitious cultural programmes year-round. From festivals and events to workshops and performances, we work with communities to co-create unforgettable experiences that inspire thinking, fire imaginations and expand horizons.

Our work focuses on three areas:

1. Enabling outstanding arts experiences that wow and inspire pride of place
2. Engaging and empowering communities through accessible everyday creativity
3. Building a creative place where people can develop and sustain careers in the creative sector

We are funded through a mix of grants, including Arts Council NPO funding, project commissions and earned income.

Super Culture is currently in an exciting phase of development, with a refreshed leadership team and growing partnerships across the arts, community, education, local government and health sectors.

About the Role

We are pleased to share a newly created role: Communications Officer. This role will help build Super Culture's brand, reach audiences and maximise our digital presence while creating authentic content to demonstrate impact, celebrate communities, and amplify the diverse voices of our participants.



The Communications Officer is a central function within Super Culture. Working in collaboration with internal and external stakeholders, you will oversee the lifecycle of communications across the organisation from data-driven direct email campaigns and impactful social media storytelling to supporting high-level Public Relations and press opportunities. This is an opportunity to help grow our voice, strengthen our brand and tell the story of our work in ways that are engaging, authentic and rooted in the communities we serve.

The Communications Officer will work across the organisation, collaborating with colleagues, communities, artists and partners to plan, create and share content that reflects the breadth and impact of our work. From digital campaigns, multimedia content creation to stakeholder communications, you will oversee the full lifecycle of communications activity.

Job Description

This role spans a range of responsibilities across communications, content creation and administration. We recognise that you may bring strengths in some areas and be developing in others – we welcome this and are happy to support your growth in the role.

Communications

- Maintain and champion Super Culture’s brand, ensuring all internal and external departments produce consistent visual and tonal communications that follow brand guidelines.
- Monitor digital presence and press coverage, supporting reputation management and drafting of responsive statements or FAQ documents as needed
- Act as the first point of contact for key delivery partners and tourism boards (e.g., Visit Weston) to coordinate relevant content and maximise organic reach
- Work with external contractors (designers, photographers, content creators), developing briefs and overseeing delivery
- Support the delivery of stakeholder events such as press previews, networking and sector engagement activity

Content Creation

- Collaborate with project leads to identify and plan engaging content opportunities
- Oversee the capture and creation of multimedia content, including photo, video and short-form digital content
- Produce digital-ready assets using in-house tools to promote activity and events
- Write and edit content including blogs, case studies and storytelling pieces that demonstrate impact



- Collaborate with stakeholders to identify, write and edit blog posts and case studies that demonstrate organisational impact.
- Proactively engage with online audiences to grow and nurture Super Culture's digital communities
- In collaboration with wider team to curate information for charitable reporting (e.g. impact reports) input data using existing templates and distribution across digital platforms

Administrative and Systems

- Manage and maintain a centralised content calendar using shared tools (e.g. Google Drive, Tasks) and ensure partners and stakeholders are kept up to date.
- Set and track performance metrics across digital channels including mail, web, and social and support data-led decision making
- Organise and maintain digital assets and archives in the shared drive and ensure this is up to date
- Attend and contribute to meetings with internal and external stakeholders, recording and sharing actions where appropriate
- Ensure compliance with data protection and privacy regulations (e.g. GDPR), including permissions and content rights

Person Specification

We are a small and collaborative team, and we are looking for someone who is creative, organised and proactive, with a strong eye for detail and a passion for the creative and community focused work that Super Culture delivers.

You will be both a team player and a self-starter, able to manage your own workload while contributing ideas and energy to the wider organisation

We welcome applicants from a wide range of backgrounds and experiences. You may be early in your career, looking to step into a new role, or bringing transferable skills from another sector.

Super Culture values a diversity of perspectives and lived experiences, and we are committed to building an inclusive team. We particularly welcome applications from those currently underrepresented in the arts and cultural sector, including people who identify as D/deaf and/or disabled, neurodivergent, from low socio-economic backgrounds, and Global Majority communities. We also particularly welcome applications from people living in Weston-Super-Mare or North Somerset.

Skills and Experience

Essential:

- Experience creating digital content for social media and online platforms



- Strong written and verbal communication skills
- Ability to collaborate with a range of stakeholders
- Experience using design tools such as Canva or similar (e.g. Adobe Creative Suite)
- Experience with email marketing platforms such as Mailchimp or similar CRM systems
- Strong organisational skills and ability to manage multiple projects
- Confidence using collaborative digital tools (e.g. Google Workspace, Office 365)
- Experience working with external partners such as local authorities, cultural organisations or community groups
- An understanding of inclusive practice and a commitment to equity, diversity and inclusion

Desirable:

- Experience managing and segmenting audiences within platforms like Mailchimp or similar CRM systems.
- Experience using analytics tools such as Meta Business Suite, alongside the ability to interpret Analytics to report on performance.
- Hands-on experience with capturing and editing mobile short-form content and editing for creating engaging Reels and Shorts.
- Experience and proficiency with photoshop/ InDesign
- Experience contributing to reporting and evaluation processes
- Knowledge of GDPR and data handling in a communications context

How to apply:

Please send applications in the form of a CV and a covering letter (no more than 2 sides of A4) telling us why you are interested in applying and how you think you would be a good fit for the role and the organisation.

If you prefer to submit your covering letter in the form of a video or audio file please share files via WeTransfer to tiah@superculture.org.uk

Please also complete this Equal Opportunities Monitoring Form:

<https://www.surveymonkey.com/r/32Z9RRJ>

All applications should be sent via email to Tiah Clarke, General Manager at tiah@superculture.org.uk

Deadline for applications will be **Monday 20th April at 12pm** Interviews will be held in person at Super Culture Offices on **Monday 27th April.**

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